

Listing of the Claims:

The following is a complete listing of all the claims in the application, with an indication of the status of each:

1-45. Canceled

46 (New). A method of attracting customers in a bulletin board supplied from a server connected to a plurality of clients via a network, said server including an article database and a customer information database, customers contributing articles to the article database and also evaluating articles in the article database, the method comprising the steps of:

receiving a request to enter a page in which a bulletin board is sent from customer using a client via the network to the server;

transmitting by the server data of existing article headers to the client of the requesting customer;

displaying at the client of the requesting customer a list of article titles and headlines;

when the requesting customer at the client selects an article to be read from the list displayed, acquiring by the server details of the selected article among articles stored in the article database and transmitting acquired details together with a bulletin board display form to the client of the requesting customer, said bulletin board display form having buttons to be used by customers to vote for and against the article;

when a customer votes for or against the displayed article, one vote for or against the article is added to a vote counter for the article in the article database and one vote is added to a vote number counter of the customer who has voted, among the customer information stored in customer information database;

electronically giving a customer who contributed the displayed article a predetermined benefit depending on an accumulated count of the vote counter for the article; and

electronically giving a customer who evaluates a plurality of articles in the article database a predetermined benefit depending a number of articles evaluated

within a predetermined time period.

47 (New). The method recited in claim 46, further comprising the step of initially inquiring a customer ID and password when a request to enter a page in which a bulletin board is sent from customer using a client via the network to the server.